

# PARINITH S MADHAV

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## DIGITAL MARKETER

Experienced Digital Marketing Specialist with a strong background in SEO and SEM, particularly within the B2B SaaS sector. Expertise in managing and optimizing paid search campaigns across major platforms, including Google, Meta and Bing, with a proven track record of driving growth through data-driven strategies. Highly proficient in using Google Ads, GA4, Tag Manager, and various analytics tools to maximize ROI and enhance website performance. Well-versed in the latest SEO and SEM trends, bid management, and demand generation for B2B companies. Adept at conducting A/B and multivariate experiments.

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## STRENGTHS AND SKILLS

Keyword Research & Technical SEO	Team Work
Content Strategy & Development	Problem Solving
B2B Marketing and Email Marketing	Critical Thinking
Paid Marketing & Campaign Optimization	Time Management

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## PROFESSIONAL EXPERIENCE

**SkySurge (B2B Company)**  
**SEO and Content Strategist**

**August 2021 - July 2023**

- Managed all SEO activities, including content strategy, keyword research, link building, and competitor analysis, leading to a 40% increase in organic search rankings.
- Conducted in-depth keyword research and analysis using SEMRush and UberSuggest generating new keyword strategies.
- Led technical SEO initiatives, including site speed optimization and resolving on-page SEO issues, improving overall site performance.
- Monitored and reported on SEO performance using Google Analytics and Search Console ensuring we were consistently progressive in Content Marketing.
- Developed and executed content strategies for SkySurge, resulting in an increase in lead generation.
- Analyzed competitors' content and SEO strategies, providing actionable insights that informed content creation and optimization plans.
- Managed content updates and improvements to the company's website. Conducted regular SEO audits and made improvements based on recommendations.
- Plan, execute, and optimized paid campaigns across various digital channels such as Google, Facebook, Bing and LinkedIn Ads.
- Developed and executed successful email marketing campaigns resulting in an increased open rate.
- Developed content for various digital channels such as blog posts, email newsletters, and social media posts.

- Managed paid marketing campaigns on Google and Meta Ads, achieving a 40% increase in lead generation while optimizing ad spend to maximize ROI
- Developed and executed brand strategies that enhanced client brand equity, leading to a 30% increase in brand awareness and customer engagement.
- Utilized Google Analytics and Google Tag Manager to configure ,track, manage conversions and analyze campaign performance.
- Implemented remarketing campaigns to target website visitors and retarget customers.
- Conducted A/B and multivariate testing to optimize landing pages and ad creatives and copies.
- Collaborated with development teams to implement tracking codes and ensure website optimization.
- Monitored and reported on the performance of paid marketing campaigns and SEO efforts, delivering comprehensive reports that informed future strategies.
- Collaborated with creative teams to create compelling content that aligned with brand strategy and resonated with target audiences.
- Managed multiple client accounts, ensuring that all branding and content initiatives were delivered on time and met client expectations.

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## EDUCATION AND CERTIFICATIONS

Bachelor of Engineering, Mechanical, VTU

- **Google Digital Marketing Certificate**
- Digital Marketing Course in Udemy
- **Digital Marketing Certificate at Internshala**
- Umar Tazkeer Google Ads Advanced Master Course 2024
- **Data Science Course at Internshala**

## INTERNSHIPS

- Wizklub - 3 Months
  - Possible - 3 Months
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